

ATARI®

COIN CONNECTION™

ATARI® Celebrates Opening of New Office in Tokyo

Atari Far East (Japan) Ltd. officially opened its doors on April 9, 1982. A reception was held to celebrate the opening of the new Atari office at the Hotel Okura. Hosting the reception were John Farrand, president, Coin Games International Division and executive vice president, Coin Games Division, and Rivington Hight, president of Atari Far East.

Included on the guest list for the grand opening were representatives of most of the major Japanese video game manufacturers. Masaya Nakamura, president of Namco, Limited, was one of the Japanese attendees. Dig Dug™, engineered and designed by Namco, was recently licensed by Atari to manufacture and sell to the American market. This was Atari's first experience manufacturing a coin-operated video game under a licensing agreement with another manufacturer.

Also among those at the reception were Shane Breaks, vice president of the Atari Coin Games International Division, and Lyle Rains, vice president of engineering, Coin Games Division.

Rivington Hight established the Atari Far East office in April of 1981 on a provisional basis. The office has been set up

with several goals in mind. First, the sale of Atari coin video games to the Japanese market can be run much more efficiently from an office in Tokyo. Second, Atari hopes to be able to obtain high quality video game software designed in

Japan. And third, the Atari Far East office will serve as a base from which a number of marketing research studies may be conducted. The first such survey will be a test of the market for home video games in Japan.

Rivington Hight may be contacted at Atari Far East (Japan) Ltd., Fukide Building 2nd floor, 4-1-13, Toranomon, Minato-Ku, Tokyo, Japan 105. He may be reached at the office by calling (03)433-0620.

*Dig Dug is engineered and designed by Namco Ltd. Manufactured under license by Atari Inc.



John Farrand (left) and Masaya Nakamura (center) toast the opening of Atari Far East (Japan) Ltd. Looking on are (L-R) Rivington Hight, Lyle Rains and Shane Breaks.

Youth and Leisure Time Activities

This is the first of a series of articles on Youth Lifestyles.

Changing Teen Behavior

Teenagers have changed enormously in the past quarter century. Their environment is influenced by technological innovations. Consequently, youth have become far more knowledgeable about the world and what is happening than ever before. While public funds have decreased, forcing youth-serving institutions to reduce services, an increasing number of women and single parents are joining the work force leaving young children at home unsupervised. As a result, negative

social activities have replaced supervised leisure-time pursuits by young people.

Teen Problems

Young people today are apathetic toward their community, and adult authority and citizens are faced with rising youth crime and vandalism. Unsupervised youth can be found after school and on weekends socializing in large numbers on local street corners, parks, fast food restaurants, convenience stores or local malls in neighborhoods throughout the nation. Truancy and school dropout rates are increasing. In addition, current economic conditions have increased adult unem-

ployment, providing more leisure time for an increased number of unemployed youth.

Possible Solutions

All of the above problems have contributed to a society of young people who have the responsibility of determining how they use their leisure time. Parents and other concerned adults need to work on solutions to this problem! Public youth-serving agencies, local businesses, parents, schools and police need to sit down together in each community and work toward some common solutions in order to divert young people into more constructive educational and recreational pursuits. The rising elderly population

continued on next page

OPERATOR OF THE '80s

Dick Sogn of Westwood Village, CA



Dick Sogn, owner of Westworld, leans on one of his current moneymakers.

The Sogn family (pronounced SONG) set out six years ago to create an amusement center with a dinner house atmosphere catering to adults. Their Westworld Electronics Amusement Center is located in affluent Westwood Village in Los Angeles, California, between Beverly Hills and Belair.

"We have thirteen first run movie theaters within walking distance of our center. At night it's almost like walking through Disneyland—there are restaurants and shops open and people strolling till the wee hours of the morning," explained Dick Sogn. The amusement center is open from 10:00 am until 3:00 or 4:00 am. Children under 18 are not allowed in after 9:30 pm. "Our peak hours are from 2 until 4:00 am, when couples come in after a movie or dinner. We've specialized in electronic games, that's our business." Westworld doesn't serve food or beverages and the 3,000-square-foot establishment is filled with over 90 games. "People come here to play the games," says Sogn.

The players are so interested in the games, says Sogn, that even when movie stars come in the other patrons seldom recognize them. Robin Williams, Sean Cassidy, and the Hudson Brothers are regulars at the center. Kate Jackson,



Cheryl Ladd and even Farrah Fawcett have visited Westworld. "We have guards at the door who keep autograph seekers under control. We have to keep it that way so the stars feel comfortable when they are here," explained Sogn.

Westworld is popular with all players, not only with the stars. People stand in line at the front door during the peak hours to get a chance to play the games. The fun center has been featured in *The Smithsonian*, *National Geographic*, *Newsweek* and *Fortune* magazines. Sogn is

barraged with movie offers when an arcade scene is needed, but he only allows filming if the movie shows a positive image of the amusement industry. "Buddy System," a new film starring Richard Dreyfuss and Susan Sarandon will have a sequence filmed at the center. "We've had visitors from Japan and Italy who have stopped in just to see the arcade because they read about it in a journal abroad," said Sogn.

The Sogns also have a center in Marina Del Rey, a bigger and newer establishment which has over 100 games. This center has six theaters and restaurants nearby, and again, most of the patrons are couples stopping in after a late movie and dinner. The Marina Westworld is managed by Sogn's 25-year-old son Steve.

Sogn has ingeniously used his unique geographic location to create an exceptional amusement center and has indeed "gone with the stars."

Did You Know?

Nationwide, 9.2% of the U.S. population is currently unemployed, and 22.3% of those out of work are youth. According to the most recent Federal Bureau of Labor statistics, the youth unemployment rate is increasing, especially the rate for minority youth. This may mean additional traffic in your location, particularly during the summer months.

Technical Tip

Do not create your own problems. The logic PCB is a compact board having fine and closely spaced traces. Boards returned for repair often have scratched surfaces which resulted in adjacent trace shorts.

Caution should be used when using pointed instruments such as scope probes, signature analyzer probes or logic probes. Carelessness in removing an MPU with a screwdriver can scratch the traces beneath the socket.



New ATARI Distributor in Ohio

Shaffer Distributing Company of Columbus, Ohio recently became an authorized distributor of ATARI products. "Shaffer is an outstanding organization, ready to provide excellent servicing and promotional support to operators in the Columbus

area," stated Don Osborne, Vice-President of Sales and Marketing.

Shaffer Distributing may be contacted at 1100 West 3rd Avenue, P.O. Box 12417, Columbus, Ohio 43212 or by phoning (614) 224-6800.

Youth and Leisure continued

should be approached to volunteer their time toward a solution to this problem. A privately funded youth-serving organization could be established in each community to coordinate this effort so that as public funding continues to decline, the responsibility for providing youth services will not be eliminated. Young people need constructive activities in a supervised environment in order for them to become contributing members of society as they reach adulthood.

Video Coin-Op Industry Responsibility
Large corporations (such as Atari) are

working on this problem on a national level, especially corporations seeking youth consumers. Distributors and operators should become involved at the local level.

The negative publicity regarding coin video games results from citizens' need to "blame" someone other than themselves as the cause of negative social behavior by youth. Since young people are responsible for making their own choices as to what they do during their leisure time and how they spend their pocket money, adults view coin video

games as a poor use of time and money.

Atari Can Help

Atari is taking some positive steps in addressing the situation by implementing several special programs to aid the coin video game operators. One example is the Community Awareness Program. A video tape and background information on the positive aspects of coin video games are available from Atari distributors. These materials can be presented to citizen groups by local operators or distributors to help educate them about the benefits of coin video games.

Also, Atari is becoming more involved in supporting local and national youth public service programs (such as cosponsorship of the Special Olympics this year, and the promotion of a traveling van for the Atari 800™ Computer Educational Program.)

Distributors and Operators Can Help

In a review of recent news articles, the general feeling is that community leaders are not going to approach the video game industry to help—they are going to eliminate the problem through legislation. Being a part of the solution to the problem of decreasing negative use of unsupervised leisure time by young people will help coin video game distributors and operators become recognized as a positive and welcome member of their community.

Brenda Wells Flexer is a Graduate Research student from San Jose State University who is in the process of gathering data for completion of her Doctorate on the topic of Youth Lifestyles in The Next Decade. Mrs. Flexer worked for 28 years in the public sector developing recreational services for youth and adults.

The Next Tempest Champ?



Bob Harvey, Regional Sales Manager, couldn't resist this snapshot, taken during his recent visit to Lieberman Music Company, Minneapolis. The young player, Danielle Stolquist, is the 5-year-old daughter of Dan Stolquist, owner of Wisconsin Amusement.

COMMUNITY AWARENESS PROGRAM



This booklet is a sample of the materials available from Atari distributors to support the Community Awareness Program.

Official ATARI High Scorers

as of July 1, 1982

Game	Player's Name	# of Points	Date and Time	Location
Asteroids®	Leo Daniels 20 years	40,101,910	2/6/82 36 hrs 4 min	Ocean View Corp. Carolina Beach, NC
Asteroids Deluxe™	Kevin Gentry	2,117,570	12/29/81 5 hrs 25 min	Court Jester Lake Charles, LA
Battlezone®	Ken Chevalier 16 years	12,900,000	2/20/82 12 hrs	Star Station 101 Alascadero, CA
Centipede™	Rijanto Joseoff 22 years	4,421,232	4/7/82 8 hrs	Captain Video Los Angeles, CA
Dig Dug™	Eric Ginner 20 years	1,140,070	5/6/82 55 min	Central Park Center Mountain View, CA
Missile Command®	Ron Kusman 20 years	63,983,475	6/20/82 45 hrs 30 min	Star Arcade Upland, CA
Space Duel™	Scott Carter 17 years	179,600	6/23/82 32 min	Time Zone #192 Mountain View, CA
Tempest™	Seth Butler 19 years	1,145,362	6/8/82 1 hr 30 min	Fool Around Arcade Tucson, AZ
Warlords™	Allen Toney 23 years	583,750	3/29/82 1 hr	Scratch & Tilt Huntington, WVA

Promotion for Profit

If you have a membership club for your location, the following promotion could be very successful in increasing club membership and encouraging traffic during your slow period, such as a weekday evening.

Place the name of each machine in your location into a hopper. If you have two or more machines, you will need to number them; i.e. Dig Dug #1, Dig Dug #2, etc. During the weekday evening or other slow period, draw the name of a machine out of the hopper every twenty minutes. Check the person playing that

machine and, if he is a club member, award him with \$5.00 of free games. If the player is not a member, continue drawing until you have a winner.

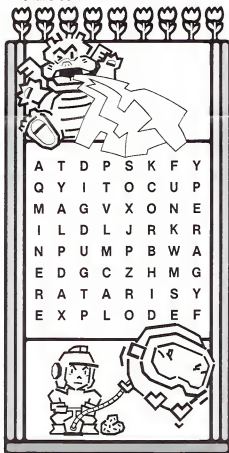
This kind of promotion will make a slow, mid-week night into an exciting and busy evening, as well as encouraging club membership sales.

Correction

In the June 1982 issue of the Coin Connection, we incorrectly stated in "Operator of the '80s" that Sam Eng is president of the Sacramento Valley Operators Association. Sam Eng is a director of the Association. Larry Powell is president of the Sacramento Valley Operators Association.

A New Dig Dug Maze

Hidden in this letter maze are 10 words relating to Dig Dug. The words can be printed vertically, horizontally or diagonally. Use your Dig Dug skills to find the 10 words. Answers will appear in next month's Coin Connection.



A T D P S K F Y
Q Y I T O C U P
M A G V X O N E
I L D L J R K R
N P U M P B W A
E D G C Z H M G
R A T A R I S Y
E X P L O D E F

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